



WPTV

ORDER

Print Date 08/21/12

Page 1 of 6

Flight Dates 08/21/12-09/03/12

Contract / Revision 307175 /

Original Date / Revision
08/07/12 08/17/12

Advertiser Murphy / Democrat / Congre

Agency Fortune Media

Buying Contact

527 Avenue B
Redondo Beach, CA 90277Product
Friends of Patrick Murphy

Agency Com 15%

Billing Contact
527 Avenue B
Redondo Beach, CA 90277

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 365

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	47	\$26,605.00	\$31,300.00	0.00	07/30/12	08/26/12	47	\$26,605.00	\$31,300.00
September 2012	76	\$37,608.25	\$44,245.00	0.00	08/27/12	09/03/12	76	\$37,608.25	\$44,245.00
Totals	123	\$64,213.25	\$75,545.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	08/28/12	09/03/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	:30	2	\$60.00	P-1	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/28/12	09/03/12	MTWTF--		2		\$60.00		0.00					
N 2	WPTV	08/21/12	09/03/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF--	:30	2	\$250.00	P-1	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/21/12	08/27/12	MTWTF--		2		\$250.00		0.00					
	Week:	08/28/12	09/03/12	MTWTF--		2		\$250.00		0.00					

**WPTV**

Print Date: 08/21/12

Page 2 of 6

Contract / Revision **307175** **Flight Dates** **08/21/12-09/03/12****Hiatus Dates****Original Date / Revision** 08/07/12/ 08/17/12**Order Sep** 00:20:00**Advertiser** **Murphy / Democrat / Congr** **Product** **Friends of Patrick Murphy** **Estimate #** **365**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WPTV	08/21/12	09/03/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	2	\$725.00	P-1	0.00 NM	4	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/21/12	08/27/12	MTWTF--					2	\$725.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--					2	\$725.00		0.00		
N 4	WPTV	08/21/12	09/03/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF--	:30	2	\$750.00	P-1	0.00 NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/21/12	08/27/12	MTWTF--					2	\$750.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--					2	\$750.00		0.00		
N 5	WPTV	08/21/12	09/03/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$400.00	P-1	0.00 NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/21/12	08/27/12	MTWTF--					3	\$400.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--					3	\$400.00		0.00		
N 6	WPTV	08/21/12	09/03/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$325.00	P-1	0.00 NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/21/12	08/27/12	MTWTF--					2	\$325.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--					2	\$325.00		0.00		
N 7	WPTV	08/21/12	09/03/12	M-F 11-12n M-F 11-12n	CM	11a-12p	MTWTF--	:30	3	\$250.00	P-1	0.00 NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/21/12	08/27/12	MTWTF--					3	\$250.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--					3	\$250.00		0.00		
N 8	WPTV	08/21/12	09/03/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	MTWTF--	:30	3	\$200.00	P-1	0.00 NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/21/12	08/27/12	MTWTF--					3	\$200.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--					3	\$200.00		0.00		
N 9	WPTV	08/21/12	09/03/12	M-F 2-3p M-F 2-3p	CM	2-3p	MTWTF--	:30	1	\$200.00	P-1	0.00 NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/21/12	08/27/12	MTWTF--					1	\$200.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--					1	\$200.00		0.00		
N 10	WPTV	08/28/12	09/03/12	Golf Golf: Deutsche Bank Cha	CM	9a-11p (2:00 PM-6:00 PM)	-----SS	:30	1	\$750.00	P-1	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/28/12	09/03/12	-----SS					1	\$750.00		0.00		
N 11	WPTV	08/21/12	09/03/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF--	:30	2	\$450.00	P-1	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/21/12	08/27/12	MTWTF--					2	\$450.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--					2	\$450.00		0.00		
N 12	WPTV	08/21/12	09/03/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	2	\$650.00	P-1	0.00 NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/21/12	08/27/12	MTWTF--					2	\$650.00		0.00		
Week:		08/28/12	09/03/12	MTWTF--					2	\$650.00		0.00		
N 13	WPTV	08/21/12	09/03/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	2	\$650.00	P-1	0.00 NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



WPTV

Print Date: 08/21/12

Page 3 of 6

Contract / Revision **307175** Flight Dates **08/21/12-09/03/12**

Hiatus Dates

Original Date / Revision 08/07/12/ 08/17/12

Order Sep 00:20:00

Advertiser **Murphy / Democrat / Congr** Product **Friends of Patrick Murphy** Estimate # **365**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	WPTV	08/21/12	09/03/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	2	\$650.00	P-1	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	MTWTF--					2	\$650.00		0.00			
Week:		08/28/12	09/03/12	MTWTF--					2	\$650.00		0.00			
N 14	WPTV	08/21/12	09/03/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	MTWTF--					2	\$900.00		0.00			
Week:		08/28/12	09/03/12	MTWTF--					2	\$900.00		0.00			
N 15	WPTV	08/21/12	09/03/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	2	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	MTWTF--					2	\$1,500.00		0.00			
Week:		08/28/12	09/03/12	MTWTF--					2	\$1,500.00		0.00			
N 16	WPTV	08/21/12	09/03/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	2	\$650.00	P-1	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	MTWTF--					2	\$650.00		0.00			
Week:		08/28/12	09/03/12	MTWTF--					2	\$650.00		0.00			
N 17	WPTV	08/21/12	09/03/12	M-F 730-8p M-F 730-8p	CM	730-8p	MTWTF--	:30	2	\$650.00	P-1	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	MTWTF--					2	\$650.00		0.00			
Week:		08/28/12	09/03/12	MTWTF--					2	\$650.00		0.00			
N 18	WPTV	08/21/12	09/03/12	Monday Prime A AGT	CM	8-9p	M-----	:30	1	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	M-----					1	\$950.00		0.00			
Week:		08/28/12	09/03/12	M-----					1	\$950.00		0.00			
N 19	WPTV	08/28/12	09/03/12	Monday Prime B Stars & Stripes	CM	9-10p	M-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	M-----					1	\$600.00		0.00			
N 20	WPTV	08/21/12	08/27/12	Monday Prime C grimm	CM	10-11p	M-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	M-----					1	\$600.00		0.00			
N 21	WPTV	08/21/12	09/03/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	3	\$725.00	P-1	0.00	NM	6	\$4,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	MTWTF--					3	\$725.00		0.00			
Week:		08/28/12	09/03/12	MTWTF--					3	\$725.00		0.00			
N 22	WPTV	08/21/12	09/03/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	2	\$275.00	P-1	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	MTWTF--					2	\$275.00		0.00			
Week:		08/28/12	09/03/12	MTWTF--					2	\$275.00		0.00			
N 23	WPTV	08/21/12	09/03/12	M-F 1235-135a M-F 1235-135a	CM	1235-0135a	MTWTF--	:30	2	\$100.00	P-1	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	MTWTF--					2	\$100.00		0.00			



WPTV

Print Date: 08/21/12

Page 4 of 6

Contract / Revision **307175** Flight Dates **08/21/12-09/03/12**

Hiatus Dates

Original Date / Revision 08/07/12/ 08/17/12

Order Sep 00:20:00

Advertiser **Murphy / Democrat / Congr** Product **Friends of Patrick Murphy** Estimate # **365**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N23	WPTV	08/21/12	09/03/12	M-F 1235-135a M-F 1235-135a	CM	1235-0135a	MTWTF--	:30	2	\$100.00	P-1	0.00 NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	MTWTF--			2		\$100.00		0.00			
N24	WPTV	08/21/12	08/27/12	NBC Tuesday Prime AGT	CM	8-11p (8:00 PM-10:00 PM)	-T-----	:30	1	\$2,500.00	P-1	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	-T-----			1		\$2,500.00		0.00			
N25	WPTV	08/28/12	09/03/12	Wednesday Prime A AGT	CM	8-9p	--W----	:30	1	\$950.00	P-1	0.00 NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	--W----			1		\$950.00		0.00			
N26	WPTV	08/21/12	08/27/12	Wednesday Prime B AGT	CM	9-10p	--W----	:30	1	\$2,500.00	P-1	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	--W----			1		\$2,500.00		0.00			
N27	WPTV	08/28/12	09/03/12	Wednesday Prime C L&O:SVU	CM	10-11p	--W----	:30	1	\$950.00	P-1	0.00 NM	4	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	--W----			1		\$950.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	08/28/12-09/03/12		Wednesday Prime C		10-11p	--W-----	:30		(\$950.00)		0.00 NM		
See MG 27.2,27.3,27.4,27.5														
[10-11p is republican convention]														
2	NPTV	08/29/12-08/29/12		Wednesday Prime C		10-11p	--W-----	:30		\$950.00		0.00 NM		
Ⓜ MG for 29.2,27.1,47.1														
2-4-1 mkgd														
3	NPTV	08/30/12-08/30/12		Thursday Prime C		10-11p	---Th----	:30		\$950.00		0.00 NM		
Ⓜ MG for 29.2,27.1,47.1														
2-4-1 mkgd														
4	NPTV	08/21/12-08/27/12		M-F 2-3p		2-3p	MTWThF----	:30		\$200.00		0.00 NM		
Ⓜ MG for 29.2,27.1,47.1														
2-4-1 mkgd														
5	NPTV	08/21/12-08/27/12		M-F 2-3p		2-3p	MTWThF----	:30		\$200.00		0.00 NM		
Ⓜ MG for 29.2,27.1,47.1														
2-4-1 mkgd														
N28	WPTV	08/28/12	09/03/12	Thursday Prime B Saving Hope	CM	9-10p	---T---	:30	1	\$1,250.00	P-1	0.00 NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	---T---			1		\$1,250.00		0.00			
N29	WPTV	08/21/12	09/03/12	Thursday Prime C Rock Center: BW	CM	10-11p	---T---	:30	1	\$950.00	P-1	0.00 NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	---T---			1		\$950.00		0.00			
Week:		08/28/12	09/03/12	---T---			1		\$950.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	WPTV	08/28/12-09/03/12		Thursday Prime C		10-11p	---Th----	:30		(\$950.00)		0.00 NM		
See MG 27.2,27.3,27.4,27.5														
[10-11p is republican convention]														
N30	WPTV	08/28/12	09/03/12	Friday Prime A AGT	CM	8-9p	----F--	:30	1	\$750.00	P-1	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			



WPTV

Print Date: 08/21/12

Page 5 of 6

Contract / Revision **307175** Flight Dates **08/21/12-09/03/12**

Hiatus Dates

Original Date / Revision 08/07/12/ 08/17/12

Order Sep 00:20:00

Advertiser **Murphy / Democrat / Congr** Product **Friends of Patrick Murphy** Estimate # **365**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N30	WPTV	08/28/12	09/03/12	Friday Prime A AGT	CM	8-9p	----F--	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	----F--					1	\$750.00		0.00			
N31	WPTV	08/21/12	09/03/12	Friday Prime C DATELINE	CM	10-11p	----F--	:30	1	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	----F--					1	\$1,200.00		0.00			
Week:		08/28/12	09/03/12	----F--					2	\$1,200.00		0.00			
N32	WPTV	08/28/12	09/03/12	Friday Prime B GRIMM	CM	9-10p	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	----F--					1	\$1,200.00		0.00			
N33	WPTV	08/21/12	08/27/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	-----S-					1	\$450.00		0.00			
N34	WPTV	08/28/12	09/03/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	-----S-					1	\$550.00		0.00			
N35	WPTV	08/21/12	09/03/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	-----S-					1	\$400.00		0.00			
Week:		08/28/12	09/03/12	-----S-					1	\$400.00		0.00			
N36	WPTV	08/21/12	09/03/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	-----S-					1	\$400.00		0.00			
Week:		08/28/12	09/03/12	-----S-					1	\$400.00		0.00			
N37	WPTV	08/21/12	08/27/12	Sa 630-7p Sa 630-7p	CM	630-7p	-----S-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	-----S-					1	\$1,500.00		0.00			
N38	WPTV	08/28/12	09/03/12	Su 630-7p Su 630-7p	CM	630-7p	-----S	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	-----S					1	\$1,500.00		0.00			
N39	WPTV	08/21/12	09/03/12	Sa 7-8P Sa 7-8P	CM	7-8p	-----S-	:30	1	\$175.00	P-1	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	-----S-					1	\$175.00		0.00			
Week:		08/28/12	09/03/12	-----S-					1	\$175.00		0.00			
N40	WPTV	08/21/12	08/27/12	Saturday Prime A NBC Encores	CM	8-9p	-----S-	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/21/12	08/27/12	-----S-					1	\$350.00		0.00			
N41	WPTV	08/28/12	09/03/12	Saturday Prime C law & order: svu	CM	10-11p	-----S-	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/12	09/03/12	-----S-					1	\$350.00		0.00			



WPTV

Print Date: 08/21/12

Page 6 of 6

Contract / Revision **307175** Flight Dates **08/21/12-09/03/12**

Hiatus Dates

Original Date / Revision 08/07/12/ 08/17/12

Order Sep 00:20:00

Advertiser **Murphy / Democrat / Congr** Product **Friends of Patrick Murphy** Estimate # **365**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N41	WPTV	08/28/12	09/03/12	Saturday Prime C law & order: svu	CM	10-11p	-----S-	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
N42	WPTV	08/21/12	09/03/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$725.00	P-1	0.00	NM	2	\$1,450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/21/12 08/27/12 -----S- 1 \$725.00 0.00 Week: 08/28/12 09/03/12 -----S- 1 \$725.00 0.00															
N43	WPTV	08/21/12	09/03/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	1	\$725.00	P-1	0.00	NM	2	\$1,450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/21/12 08/27/12 -----S- 1 \$725.00 0.00 Week: 08/28/12 09/03/12 -----S- 1 \$725.00 0.00															
N44	WPTV	08/21/12	08/27/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/21/12 08/27/12 -----S 1 \$275.00 0.00															
N45	WPTV	08/28/12	09/03/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/28/12 09/03/12 -----S 1 \$550.00 0.00															
N46	WPTV	08/21/12	09/03/12	Su 10-1030a Su 10-1030a	CM	10-1030a	-----S	:30	1	\$250.00	P-1	0.00	NM	2	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/21/12 08/27/12 -----S 1 \$250.00 0.00 Week: 08/28/12 09/03/12 -----S 1 \$250.00 0.00															
N47	WPTV	08/21/12	09/03/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/21/12 08/27/12 -----S 1 \$400.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WPTV 08/21/12-08/27/12 Su 6p 6-630p -----Su :30 (\$400.00) 0.00 NM See MG 27.2,27.3,27.4,27.5 [na oversold]															
Week: 08/28/12 09/03/12 -----S 1 \$400.00 0.00															
N48	WPTV	08/21/12	08/27/12	NFL Game NFL Preseason Game	CM	4p-12a (8:00 PM-11:00 PM)	-----S	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/21/12 08/27/12 -----S 1 \$1,500.00 0.00															
N49	WPTV	08/28/12	09/03/12	Su 11-1135p Su 11-1135p	CM	11-1130p	-----S	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/28/12 09/03/12 -----S 1 \$725.00 0.00															
N50	WPTV	08/21/12	08/27/12	Su 11-1135p Su 11-1135p	CM	11-1130p	-----S	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/21/12 08/27/12 -----S 1 \$725.00 0.00															
Totals														123	\$75,545.00